



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	<b>Marija Ivaniš, Ph.D., Assistant Professor</b>	
Name of the course	<b>Social Entrepreneurship in service activities</b>	
Study programme	<b>Undergraduate university studies Management of Sustainable Development</b>	
Status of the course	<b>Elective</b>	
Year of study	<b>4</b>	
ECTS credits and manner of instruction	ECTS credits	<b>3</b>
	Number of class hours (L+E+S)	<b>15+0+15</b>
<i>1. Course objectives</i>		
<p>The modern society goes through the "revolution of services" phase. The more and more important places in the world economy occupy services in a wide range of activities, which due to their specific properties differ greatly from material goods, and hence the management process itself significantly differs from the traditional one, which is why service companies require specific entrepreneurial and managerial skills and knowledge. The development of social entrepreneurship takes on a more significant place in the world and in the Republic of Croatia and becomes a priority for the development of welfare societies on a global level. In addition, knowledge and experience of entrepreneurship is promoted as a creator of social change, growth and business development; and the real opportunities of social entrepreneurship in the function of achieving the global goals of sustainable growth and development of societies for welfare societies. Europe's policy of promoting solidarity, social economy and social entrepreneurship has been placed at the top of the priority scale. Entrepreneurial competence is one of eight fundamental life competences as defined by the European Union (EU) and in that context it is not only related to the launch of entrepreneurial projects, but also the creative thinking that transforms ideas into reality in the process of innovation. The development of entrepreneurial skills is important for the micro, middle and macro-regions with a view to a more competitive, creative and innovative EU for employment and growth, which is the key to emerging from the socio-economic crisis. The development of social entrepreneurship and the implementation of social innovations takes all a more significant place and becomes a priority for solving the social problems and problems faced by the Croatian economy as well. The strategic documents of the Government of the Republic of Croatia, in particular the Strategy of the Social Entrepreneurship of the Republic of Croatia and the key EU entrepreneurial documents that will strengthen the entrepreneurial climate and activate the active working population for entrepreneurship, are addressed in the strategy papers of the Europe 2020 Strategy, the EU Leadership Initiative, etc.)</p> <p>"Social entrepreneurship as a new way of doing business represents the overlapping of groundbreaking practices from the business world and values closely related to social responsibility and the principles of environmental protection. Social Entrepreneurship can make a significant contribution to the achievement of strategic goals, in particular social cohesion, the fight against poverty and increased employment, the creation of new products, competitiveness, resource conservation, heritage valuation and biodiversity, and the improvement of the quality of life through social affairs. "</p> <p>Through theoretical, practical and tertiary education, the aim of this course is to introduce students with the most important elements of service management (hospitality, healthcare, education, financial services sector, etc.) and point out to students that companies through development and innovation services in the management and entrepreneurship process in creating competitive advantages in the market as well as raising students' awareness of the positive effects of social entrepreneurship in service activities on creating</p>		



welfare companies.

The MAJOR OBJECTIVE OF THE SUBJECT is to convey to students comprehensive knowledge, information and experience on entrepreneurship as a creator of social change, growth and business development, and to train them on the development of specific entrepreneurial knowledge, skills and competences of students who will motivate them and prepare them for self-employment through the realization of various social entrepreneurial projects, with a focus on the tourism and hotel sector; to explain the specific nature and to analyse certain aspects of entrepreneurship in service activities in the modern economy as a function of successful business and delivering value to consumers while creating satisfaction and loyalty.

INDIVIDUAL OBJECTIVES OF SUBJECTS are as follows:

- Identification and application of personal entrepreneurial potential for students
- Developing Entrepreneurial Competencies and Skills, Articulating Entrepreneurial Thinking and Student Activities
- Preparation and participation of students in the design and presentation of the appropriate plans for socially desirable projects in the field of tourism and hotel
- Developing students awareness of the importance of implementing entrepreneurial ethics

2. *Course enrolment requirements* **THERE IS NO REQUIREMENTS**

3. *Expected learning outcomes*

After passing a course, students are expected to know:

1. Understand the importance of services in the market economy and properly interpret the role and importance of entrepreneurship and service management
2. Articulate and make conclusions about the role and importance of classical and social entrepreneurship worldwide through key global, European and Croatian entrepreneurial documents and strategies.
3. Explain the underlying characteristics of social entrepreneurship and the characteristics of a social entrepreneur and their positive effects and benefits for the economy and society as a whole in the function of creating well-being societies
4. Explain key world business indicators as benchmarks for entrepreneurial development and the climate of a society
5. Express the benefits of basic documents and legal regulations of the European Union as a framework for the development of social entrepreneurship and the global goals of sustainable development of the United Nations that correlate with this type of entrepreneurship
6. Identify Contemporary Challenges of Social Entrepreneurship Through the Prism of the Croatian European and Global Value Crisis

Additionally, students are expected to develop the ability to engage and realize socially acceptable projects through social innovations, the application of entrepreneurial competencies and skills, and the development and promotion of critical thinking through analytical approach to social entrepreneurship, individual and team work.

4. *Course content*

Theme units:

1. Development of the service economy, the meaning of services in the market economy
2. The basic and principles of service industry, classification and specific features of services
3. Doctrine of entrepreneurship and entrepreneurs, basic characteristics of entrepreneurship and entrepreneurs
4. Retrospective growth of entrepreneurship, elements and conditions of entrepreneurship development, forms and types of entrepreneurship
5. Value crisis
6. Sustainable Growth and Development for Prosperity Societies: Global Sustainable Growth and



<p>Development Goals; individual and social well-being</p> <p>7. Contemporary Approach to Social Entrepreneurship; fundamental differences between traditional and social entrepreneurship</p> <p>8. Characteristics of social enterprises, institutional forms of social entrepreneurship</p> <p>9. Social Entrepreneurial Competence and Characteristics of Socially Competent Entrepreneurs</p> <p>10. The role of entrepreneurial social innovations</p> <p>11. Characteristics of social entrepreneurship in Croatia and the world</p> <p>12. Spiritually-minded entrepreneurs in the time of multiculturalism</p> <p>13. Entrepreneurial ethics and philanthropy</p>							
5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input checked="" type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments							
7. Student responsibilities							
<p>Attendance and follow-up of lectures, preparation and presentation of project tasks from the practice, self-presentation of projects, participation in field teaching, active participation in teaching, attendance at two quarters and final exam.</p>							
8. Monitoring of student work <sup>1</sup>							
Class attendance	0,4	Class participation		Seminar paper		Experimental work	
Written exam	1,4	Oral exam		Essay		Research	0,8
Project		Continuous assessment	0,2	Report		Practical work	0,2
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>The student's work on the subject will be evaluated in accordance with the acts on Student Assessment of the Faculty of Tourism and Hospitality Industry at Opatija, University of Rijeka</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<p>1. Ivaniš, M.: Društveno poduzetništvo – poluga društava blagostanja, Fakultet za menadžment u turizmu i ugostiteljstvu Sveučilišta u Rijeci, Opatija 2018.</p> <p>2. Vujić, V.: Poduzetništvo i menadžment u uslužnim djelatnostima, Fakultet za menadžment u turizmu i ugostiteljstvu, Rijeka, 2010.</p>							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<p>1. Bornstein, D.: How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press Inc., New York, 2004.</p> <p>2. European Commission: Social economy and social entrepreneurship – Social Europe guide – Volume 4. Publications Office of the European Union, Luxembourg, 2013.</p>							

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



12. Number of assigned reading copies in relation to the number of students currently attending the course		
Title	Number of copies	Number of students
Ivaniš, M.: Društveno poduzetništvo – poluga društava blagostanja, Fakultet za menadžment u turizmu i ugostiteljstvu Sveučilišta u Rijeci, Opatija 2018.	30	-
Vujić, V.: Poduzetništvo i menadžment u uslužnim djelatnostima, Fakultet za menadžment u turizmu i ugostiteljstvu, Rijeka, 2010.	30	-
13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences		
The quality of the program, the teaching process, the teaching skills and the level of grading of the contents will be established through a written evaluation of the extensive questionnaires and in other ways ensured by the accepted standards in accordance with the acts of Quality System of the University of Rijeka and the acts of Quality Assurance and Promotion of the Faculty of Tourism and Hospitality Management		